

Statistics

Population (2003)

New Jersey:	8,638,396	metro	(3.6% of total U.S. metro)
	<u>0</u>	non-metro	(0.0% of total U.S. non-metro)
	8,638,396	total	

United States:	241,395,996	metro	
	<u>49,413,781</u>	non-metro	
	290,809,777	total	

Farm-Related Employment (2000)

New Jersey:	586,385 jobs	(12.2% of total New Jersey employment)
United States:	25,834,574 jobs	(15.6% of total U.S. employment)

Number of Farms (2002)

New Jersey:	9,924	(0.5% of total U.S. farms)
United States:	2,128,982	

Average Farm Size (2002)

New Jersey:	81 acres
United States:	441 acres

Market Value of Agricultural Products Sold (2002)

New Jersey:	\$750 million
United States:	\$200.6 billion

Rank among all States in market value of agricultural products sold (2002): #39

Top 5 Agricultural Commodities (2002)

Commodity	Value of receipts (thousand \$)	Percent of U.S. value
Greenhouse/nursery	337,640	2.4
Blueberries	46,790	22.3
Dairy products	29,824	0.1
Peaches	25,194	5.0
Chicken eggs	22,741	0.5

Value of Agricultural Products Sold Directly to Consumers (2002)

New Jersey: \$19.1 million
United States: \$812.2 million

Farmers Markets (2004)

New Jersey: 68
United States: 3,617

Market Value of Certified Organic Commodities (2002)*

New Jersey: \$222,000
United States: \$382.8 million

*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

Certified Organic Acreage (2001)

New Jersey: 6,982 acres
United States: 2,343,857 acres

USDA-Accredited Organic Certifying Agents (2005)

Based in New Jersey: 1
Total: 96

Marketing Products and Services

Specific to New Jersey

Agricultural Marketing Officials Meet

In July 2005, the North American Agricultural Marketing Officials (NAAMO) met in Atlantic City. NAAMO is an organization of U.S. and Canada state government agricultural marketing

officials who provide domestic and international marketing services to the agricultural and food industries in their states and provinces. AMS was a primary sponsor of this conference.

Federal-State Marketing Improvement Program (FSMIP) Grants

FSMIP provides matching funds to State Departments of Agriculture and other appropriate State agencies to assist in exploring new market opportunities for food and agricultural products, and to encourage research and innovation aimed at improving the efficiency and performance of the marketing system.

- In 2005, \$56,500 was awarded to the New Jersey Department of Agriculture, in cooperation with Rutgers University, to survey consumers, producers, wholesalers and buyers in the Northeast about consumption of live fish, shellfish and other seafood products and produce a central resource to facilitate sales.
- In 2004, \$61,000 was awarded to the New Jersey Department of Agriculture, in cooperation with Rutgers University Cooperative Extension Service and the Organic Aquaculture National Advisory Committee, to identify, evaluate, and quantify market opportunities for organically grown U.S. aquaculture products.
- In 2003, \$79,070 was awarded to the New Jersey Department of Agriculture, in cooperation with Rutgers University, to analyze the market for ethnic produce in New Jersey and identify opportunities for producers in the region to supply new products for these emerging markets.
- In 2003, \$31,320 was awarded to the New Jersey Department of Agriculture, in cooperation with Rutgers Cooperative Extension Service of Sussex County, to educate meat goat producers on production techniques and marketing strategies to maximize profitability.
- In 2002, \$38,600 was awarded to the New Jersey Department of Agriculture, in cooperation with Rutgers University, to study long-term economic impacts of the "Jersey Fresh" state marketing program.

Regional Interest

Annual Mid-Atlantic Fruit and Vegetable Convention

In February 2005 the Annual Mid-Atlantic Fruit and Vegetable Convention, featuring more than 130 exhibitors, was held in Hershey, PA. Nearly 2,000 persons, mostly fruit and vegetable growers, from throughout Pennsylvania, Maryland, New Jersey, and other States attended. The event is sponsored by the State Horticultural Association of Pennsylvania, the Pennsylvania Vegetable Growers Association, the Maryland State Horticultural Society, and the New Jersey State Horticultural Society. Specialized horticultural equipment, farm market merchandise and packaging were on display and information was available on the latest seed varieties, fruit varieties, pesticides, and other supplies and services for the commercial grower. AMS presented information about USDA resources available to growers.

Future of Food and Farms Conference

AMS staff helped organize and participated as workshop presenters at the 2003 Future of Food and Farms Conference, held in Wilmington, DE. Hosted by the Philadelphia-based non-profit organization, The Food Trust, the event featured four major program themes related to agricultural marketing, food distribution and hunger reduction in the mid-Atlantic region. As part of the conference's planning task force, AMS staff helped frame the conference agenda and identified prospective speakers. During the conference, AMS personnel participated in panel discussions related to Federal resources in the agricultural

marketing sector and managed an information exhibit.

General Interest

New Farm-to-School Marketing Publication

Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals (PDF) was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was developed by a multiagency task force that included an agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

Farm-to-School Report

How Local Farmers and School Food Service Buyers Are Building Alliances (PDF) helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

Marketing via the Internet

How to Direct Market Farm Products on the Internet (PDF) is designed to help small/medium-sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

Trends in Farmers Markets

U.S. Farmers Markets—2000: A Study of Emerging Trends (PDF) assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides an updated profile of management, operations, and merchandising at farmers markets.

Market Research on Small Meat Processors

Enhancing Commercial Food Service Sales by Small Meat Processing Firms (PDF), published by AMS in cooperation with Texas A&M University, determines potential areas of competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.